Amendments to the Claims

The listing of claims will replace all prior versions, and listing of the claims:

Listing of Claims

1. (Currently Amended) A moving image distribution system for distributing a prespecified moving image to a user terminal connected to the system via a network ~~such as the Internet~~, said system comprising:

a moving image dividing unit for dividing said moving image into two not-reproducible moving image files along the time axis;

an encrypting unit for encrypting ~~either~~ one of the divided moving image files by ~~based on data for a~~ CM file data including a prespecified CM ~~(advertisement)~~ element incorporated therein;

a moving image distributing unit for distributing to the user terminal ~~either~~ one of the encrypted moving image file ~~files produced by said encrypting unit together~~ with the CM file data in response to a request for reproduction from the user terminal previously storing therein ~~either another one of~~ the other divided moving image file ~~files~~; and

a reproducing unit for decrypting the encrypted ~~two~~ moving image file and the other divided moving image file ~~files~~ distributed to the user terminal by using ~~based on the data of~~ the CM file data and reproducing the decrypted files.

2. (Currently amended) A moving image distribution system for distributing a prespecified moving image to a user terminal connected to the system via a network ~~such as the Internet~~,

said system having a service provider server comprising a moving image dividing unit for dividing said moving image into two not-reproducible moving image files ~~along the time axis, namely~~ including a main moving image file and a slave moving image file

along a time axis; a main moving image file storing section for storing therein said main moving image file; a slave moving image file storing section for storing therein said slave moving image file; a CM file storing section for storing therein a CM file including a prespecified CM element incorporated therein; and an encrypting unit for encrypting either one of said main moving image file and said slave moving image file by ~~based on data of the~~ CM file data,

wherein said service provider server receives a demand for distributing said moving image from said user terminal, summons said main moving image file corresponding to said moving image from said main moving image file storing section, and distributes said main moving image file to the user terminal,

said service provider server receives a demand for reproducing said main moving image file from said user terminal, summons said slave moving image file corresponding to said main moving image file and said CM file from said slave moving image file storing section and said CM file storing section, encrypts said slave moving image file by ~~based on the data of~~ said CM file data, and distributes the encrypted slave moving image file to said user terminal together with said CM file, and

said user terminal decrypts two of said distributed moving image files and said CM file with a prespecified reproducing unit and reproduces said moving image files.

3.   (Currently Amended) A moving image distribution system for distributing a prespecified moving image to a user terminal connected to the system via a network ~~such as the Internet~~, said system comprising:

a moving image contents provider server having said moving image,

- 10 -

a sponsor server having a CM file with a prespecified advertisement element therein, and

a service provider server having a moving image dividing unit for dividing said moving image into two not-reproducible moving image files, namely including a main moving image file and a slave moving image file[[,]] along the a time axis,

said moving image contents provider server having a main moving image file storing section for storing the main moving image file obtained after division by said moving image dividing unit,

said service provider server having a slave moving image file storing section for storing therein the slave moving image file obtained after division by said moving image dividing unit, an encrypting unit for encrypting either one of said main moving image file and said slave moving image file by based on data for said CM file data, and a CM file storing section for storing therein said CM moving image distributed from the sponsor server,

wherein said moving image contents provider server receives a demand for transmitting said moving image from said user terminal, summons said main moving image file corresponding to said moving image from said main moving image file storing section, and distributes said main moving image file to said user terminal,

said service provider server receives a demand for reproducing said main moving image file from said user terminal and summons said slave moving image file corresponding to said main moving image file and said CM file from said slave moving image file storing section of said service provider server and said CM file storing section, and said service provider further encrypts said slave moving image file through said encrypting unit by based on the CM file data thereof, and distributes the encrypted slave moving image file to said user terminal together with said CM file, and

said user terminal decrypts two of the distributed moving image files and said CM file by a prespecified reproducing unit and reproduces said moving image files.

4. (Previously presented) The moving image distribution system according to claim 1, wherein said moving image dividing unit compresses data for the moving image file so that a total of file capacities of the two moving image files is smaller than a file capacity for the moving image, and also divides the moving image so that a file capacity of said main moving image file is larger than that of said slave moving image file.

5. (Currently amended) The moving image distribution system according to claim 1, wherein said encrypting unit computes an exclusive logical sum (XOR) of a data bit array for said CM file and a data bit array for said divided moving image file and encrypts for encrypting said moving image file.

.6. (Currently amended) The moving image distribution system according to claim 1, further comprising:

a user information storing section for storing therein various types of user information concerning users including service providers (managers), users, moving image contents providers, and sponsors; and

a user certifying engine for certifying access to said service provider server based on said user information, wherein said moving image dividing unit acknowledges a demand for dividing said moving image only when a user is authenticated as the service provider or the moving image contents provider by said user certifying engine.

7. (Previously presented) The moving image distribution system according to claim 2, wherein said service provider server

furthermore comprises a CM file summoning unit for summoning said CM file from said CM file storing section based on said user information, and said CM file summoning unit selects a CM file demanded by the user from the CM file storing section based on the user information and provides the CM file to said encrypting unit.

8. (Currently amended) The moving image distribution system according to claim 1, wherein said reproducing unit comprises a decoder for decoding said main moving image file and said slave moving image file both not-reproducible to said reproducible moving image, and a decrypting unit for decrypting one of said encrypted moving image files (slave moving image file) together with the CM file again by executing the exclusive logical sum (XOR) processing, and

said reproducing unit decrypts encrypts said CM file and said moving image files by said decrypting encrypting unit after checking that the said CM file has been reproduced, and starts up said decoder to decode said main moving image file and said slave moving image file to said reproducible moving image.

9. (Previously presented) The moving image distribution system according to claim 8, wherein said service provider server comprises a reproducing unit storing section for storing therein said reproducing unit, and executes a processing procedure comprising a searching step of searching, when a demand for reproduction of said main moving image file is received from said user terminal, whether said reproducing unit is present on said user terminal or not, and said reproducing unit is distributed to said user terminal when it is determined in the searching step that there is no reproducing unit on said user terminal.

10. (Previously presented) The moving image distribution system according to claim 8, wherein said reproducing unit further comprises a user information storing section for storing therein user information concerning said user, and distributes said user information to said user information storing section in said service provider server in response to a demand from an user certifying engine.

11. (Currently Amended) A computer-readable medium having a moving image distribution program for a moving image distribution system to distribute a prespecified moving image to a user terminal via a network such as the Internet, said program comprising:

a moving image dividing step of dividing said moving image into two not-reproducible moving image files along the time axis;

an encrypting step of encrypting either one of said divided two moving image files by based on data for a CM file data including a prespecified CM element incorporated therein;

a moving image distributing step of distributing, in response to a demand for reproduction from said user terminal previously storing therein either another one the other of the moving image files, the other or the one of said moving image files together with said CM file to said user terminal, and

a decrypting reproducing step for decrypting and reproducing said two moving image files distributed to said user terminal by based on data of said CM file data, and

a reproducing step for reproducing said decrypted two moving image files.

12. (Canceled)

13. (Currently Amended) A moving image distribution system for distributing a prespecified moving image to a user terminal

connected to the system via a network ~~such as the Internet~~, said system comprising: a service provider server, wherein said service provider server comprises:

a moving image dividing unit for dividing a moving image distributed from a moving image contents provider into two not-reproducible moving image files~~, namely~~ including a main moving image file and a slave moving image file[[,]] along ~~the~~ a time axis,

an encrypting unit for encrypting either one of the divided moving image files by said moving image dividing unit by ~~based on a~~ CM file data distributed from a sponsor, and

a moving image distributing unit for distributing either one of the encrypted moving image files ~~by said encrypting unit~~ to said user terminal together with said CM file,

wherein said service ~~server~~ provider server distributes said moving image file with said CM file to said user terminal and also presents a CM advertisement fee associated with distribution of said moving image file to said sponsor.

14. (Currently Amended) A moving image distribution system for distributing a prespecified moving image to a user terminal connected to the system via a network ~~such as the Internet~~, said system comprising:

a moving image contents provider server storing therein said moving image;

a sponsor server storing therein a CM file with a prespecified advertisement element therein; and

a service provider server having: a moving image dividing unit for dividing said moving image into two not-reproducible moving image files~~, namely~~ including a main moving image file and a slave moving image file[[,]] along ~~the~~ a time axis; and an encrypting unit for encrypting either one of the divided moving image files by said moving image dividing unit by ~~based on said~~ CM file data distributed

from said sponsor; and a moving image distributing unit for distributing said either one of the encrypted moving image files ~~by said encrypting unit~~ to said user terminal together with said CM file,

wherein said service provider server further comprises a CM management engine including: a counting section for counting number of times of distribution of either one or both of said main and slave moving image files; a CM distribution managing section for managing log data for distribution of said CM file distributed together with said moving image file; and a CM information preparing section for computing distribution information for said CM file according to the number of times of distribution of said CM file and the distribution log data; and

said counting section counts the number of times of distribution of said distributed moving image contents in response to a demand for distribution from said user terminal; said CM information preparing section summons the number of times of counting from said counting section, and said distribution data from said CM distribution managing section at the same time, and prepares CM distribution information from said number of times of counting and the distribution data and notifies said moving image contents provider and/or said sponsor server of said CM distribution information.

15-18. (Canceled)

19. (Currently amended) A recording medium, <u>comprising</u> ~~with the moving image distribution program according to claim 12 and/or~~ the moving image dividing program according to claim <u>11</u> ~~13 or 16~~ ~~described therein~~.